



A Study On Impact Of Social Media On Film Industry

Swati Patel

Assistant Professor

Sigma university, Vadodara

Abstract

There is no one in the world that can live without using social media. Social Media Marketing is a platform where people interact, create content and share content. Using different social media tools anyone can raise his or her opinion. Slowly and gradually different business sectors realized that this is a platform which can be utilized to market the product also. Entertainment industry is also utilizing Social Media efficiently and effectively as much as possible. Film Industry has started taking advantage of social networking. Additionally, as Social Media adoption increases in World, the promotion and popularity of entertainment products also has not remain untouched by it. *The purpose of this research is to examine different social media tools used by Film Industry. Existing on-line references are used for finding out the awareness and by Film Industry using social media. engagements created*

Key Words: *Film Industry, Social Media Tools, Fame of celebrities*

INTRODUCTION:

SOCIAL MEDIA

- Social media is a computer-based technology that facilitates the sharing of ideas and information and the building of virtual networks and communities.
- Another concept says it is a medium which users use to participate in social networking.
- It emerged as a platform where people can do interaction.
- Using Social Media, one can share information, video and photo.
- It became popular in such a way that now-a-days it is utilized by different businesses for taking advantages of its communication network.
- Industries can promote, sale and measure the popularity of a particular product.

- Film Industry also influenced by Social media.

LITERATURE REVIEW:

A lot of studies have been conducted till date on social media, its influence on the performance of movies, the role in the marketing of films, use of social media for the success of movies, the influence of social media marketing, etc. Few of the studies are being mentioned in this paper.

A paper authored by Shruti, Suman D Roy & Wenjun Zeng, titled 'Influence of social media on performance of movies' was published in 2014. In this paper, the authors have discussed the impact of socially generated meta-data mined from the social multimedia sites and have tried to study the influence of social media on box- office performance and profitability of movies. The result showed that various social media signals have varying yet significant impact in predicting the performance of movies. The research also revealed that popularity of actor captured by follower count on Twitter is most relevant to the success of movie at theatres, and Facebook 'like' signal has noise which impedes its analytical credibility.

David M Kirby has mentioned in his paper 'The Role of Social Media in Film Marketing' that before the advent of social media, word of mouth was the only true method of accomplishing this — aided in part by previews and ads in periodicals. As Hollywood and technology progressed together, newer and more modern ways of reaching the public were adopted. He mentioned that the most recent permutation can be found in modern social media. Social networks are an excellent location to build awareness and promote a film. He further added that sharing a movie trailer across that network has a much wider reach than word of mouth alone. Social media has the power to generate buzz with fans, but it also can connect you directly to producers, actors, and writers — all very handy to have in your corner.

A study was conducted by Kerynne Tejada on 'Social Media Marketing in the Film Industry'.

The purpose of the study was to evaluate social media marketing and its impact on the relationship between the users (audience) and movie profiles (production studios). The survey revealed that even though people were present on social media and did learn about movies via social media, they did not necessarily interact with movie profiles that production studios set up. Most participants said that they were most likely to learn about movies through social media, which gave evidence that this medium does have an impact on moviegoers.

A paper published in Economics Bulletin titled 'The Twitter Effect: Social Media Usage as a Contributor to Movie Success' by Julianne Treme & Zoe VanDerPloeg examined whether an online social media presence affected box office revenues in both domestic and foreign markets using a star's Twitter account as a measure of star power. The results suggested that there was a negative social media effect on box office performance in foreign markets, as a Twitter presence decreased revenues by an average of approximately \$30 million. Moviegoers seemed disinclined to see movies in theaters featuring female stars that were active in social

media, suggesting that special care should be exercised when selecting female leads. It was also suggested that studios should take into account not just an actress's professional accomplishments, but also their overall presence and popularity as a public figure on social media.

An article in Social Media Today 'The Rising Influence of Social Media on the Movie Industry' written by Katie Leimkuehler mentions that viral social media campaigns are becoming the new and best marketing strategy for the movie biz. It says that social media drastically cuts the cost of advertising and fuels constant communication. It also added that there have been a few movies that have capitalized on social media marketing resulting in big box office numbers.

Another research undertaken by Kerynne Tejada tried to evaluate social media marketing and its impact on the relationship between the users (audience) and movie profiles (production studios). The research titled 'Social Media Marketing in the Film Industry' was to help understand if social media would help promote movies. A survey was conducted to determine what social media people were interested in, how they learned about movies, and if a movie's social media profile had any impact on people.

Another article in the Social Media today, titled 'Social Media's Impact on the Television and Film Industry' mentioned that on an average, people spend about 8 hours per week visiting social networking sites. Therefore, in order to make those individuals aware of the shows content, and distribute the content across multiple platforms, producers are aligning their strategies with major social media platforms, such as Facebook.

'How The Film Industry Drives Sales Through Digital Marketing and Social Media' is the article written by Brooke M in Digital Marketing, Social Media Marketing. He has mentioned that in film and TV marketing, the challenge is to build anticipation in a fairly short period of time. Luckily, movies are stories and stories sell, especially when you involve the audience in that story, via social media outlets such as Facebook, Twitter, Instagram, Vine and Snapchat, etc. He added that studio execs got creative, seeking out much-needed fan buzz by engaging the audience in the movie before its release, creating hype and excitement. He further added that combining two of marketing's most powerful selling ingredients, celebrity and social media, is a proven recipe for success. The article says with over 74% of people ages 18-65+ on social media, the push to drive sales through digital marketing and social media is a no-brainer for the film industry.

RESEARCH PROBLEM:

- In early days film was promoted through posters, hoardings, radio jingles, newspaper, reality shows and advertisement on television.
- Social media is a fun. People used it for interaction and sharing their views. Film Industry people (moviemakers) realized that by using Social Media Tools they can reach out to the huge communication network (social network) and can take advantages of it to promote a movie quick. So, they have started forming different strategies to promote a movie.

Instead of listening (reading) reviews about a movie from expert, people like to learn about it from their own experiences and friends.

Based upon this discussion the problem area has been formed:

1. Which kind of contents of movie do people like most on social media?
2. Which strategies are followed by film industry to promote a movie on social media?
3. How does Film Industry create engagements on social media?
4. What is the impact of social media on box office success of a film?

RESEARCH OBJECTIVES:

The objectives of the study to analyse the impact of social media on film industry are:

1. To find the impact of social media on people to purchase a movie ticket (to decide to see the movie)
2. To find the most popular type of content of a movie, people like to see on social media.
3. To find different strategies film industry uses to promote a movie (To find how engagements are created for a movie).
4. To find impact of social media on film industry.

SOURCE OF DATA:

The data used for the above study is taken from secondary source. It is a study based on online survey references.

LIMITATIONS OF THE RESEARCH:

There are few limitations of survey -

1. The present study is based on online references' survey.
2. Only few movies are considered in survey.
3. All regional films of Indian Film Industry are not covered in this research.

SCOPE FOR FURTHER RESEARCH STUDY:

1. Study can be extended to cover all regional movies.
2. The research can be carried out to compare different regional movies.

USEFULNESS OF THE PRESENT STUDY:

This study will be useful for designing innovative strategies to promote a movie on Social Media Tools.

DATA ANALYSIS AND INTERPRETATION

In this research paper, we have used secondary source (online survey references) to examine the impact of social media on Film Industry.

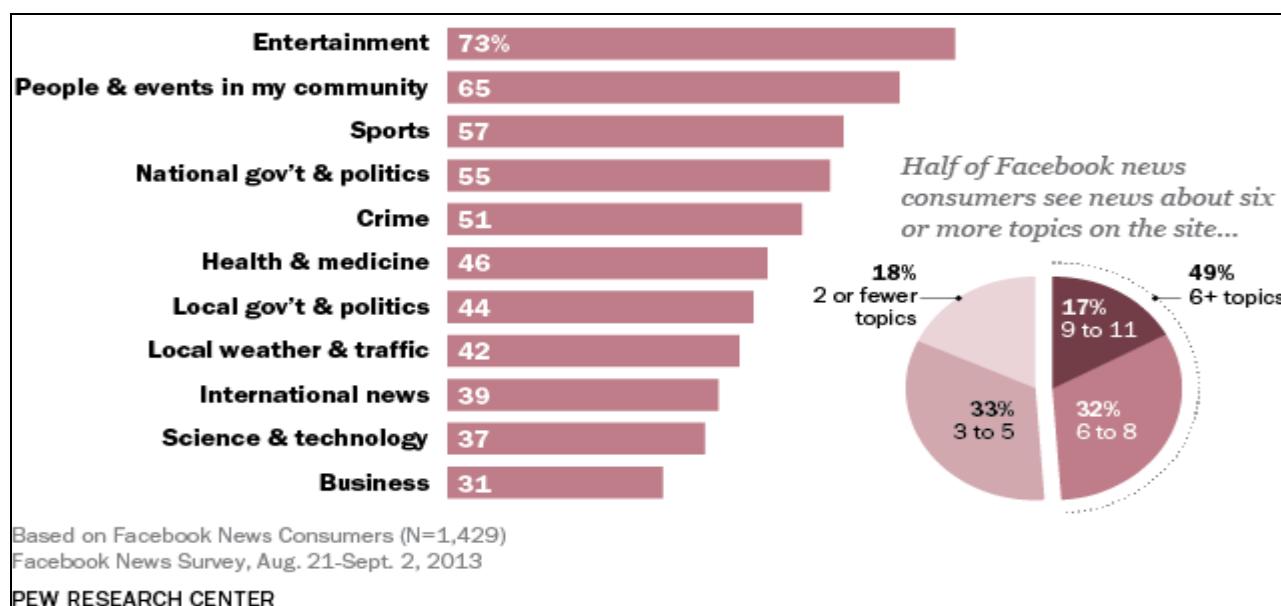
I.Different strategies film industry uses to promote a movie on Social Media

(How engagements are created for a movie):

Sr. No.	Movie	Social Media Tool	Remarks
1	Sultan (2016)	<ul style="list-style-type: none"> • <u>Official Website</u> – http://sultanmovie.com/ • <u>Twitter handler:</u> @SultanTheMovie • <u>Facebook page:</u> Sultan @sultanthemovie • <u>YouTube:</u> Video that showcases Salman Khan's journey from Salman to Sultan 	-
2	Bajirao Mastani (2015)	<ul style="list-style-type: none"> • <u>YouTube:</u> Launched an eight part animated web series with the title “Blazing Bajirao” around 2.5 months before the movie release. 	-
3	Queen (2014)	<ul style="list-style-type: none"> • <u>Hashtags</u> like #AdvantagesOfBeingSolo, #Hungama Dance, #SingleHoneymoon, #VijayLakshmiKeFundey, #TipsToSurviveSingleHoneymoon • <u>Pictures</u> relevant to the theme of the movie were circulated with corresponding hashtags. • <u>Amul's applaud</u> for the film was also spread across digital platform. 	-

		<ul style="list-style-type: none"> • <u>Facebook App: The “Phoren Name Generator”</u> helped followers to find out what their name may sound like in a different accent. • “Queen of Seflies” <u>Contest</u> 	
4	Chennai Express (2013)	<ul style="list-style-type: none"> • <u>Data Analytics</u> • <u>Social Networks Merged</u> • <u>Mobile Strategy:</u> ‘Chennai Express: Escape from Rameshwaram’, the movie’s official game • <u>Hash tags</u> like #ChennaiExpress #ChennaiExpressArrives #CE100crin3Days, #200croreExpress #LungiDance • <u>Website</u> • <u>Epic Trailer Launch Strategy</u> 	Hit Chennai Express, a recent blockbuster Bollywood movie won many social media accolades worldwide.
5	LOOTERA (2013) (To give more to viewers done re-campaigning)	<ul style="list-style-type: none"> • <u>Facebook:</u> <ul style="list-style-type: none"> - Black & White Look - Interactive Posts & Memes • Lootera Poster Contest in collaboration with <u>MadAboutMoviez.com</u> • <u>Apps:</u> <ul style="list-style-type: none"> - Lootera Vintage Radio - Lootera Vintage Camera - Album of Love - Labour of Love • <u>Twitter:</u> <ul style="list-style-type: none"> - Contest - Live Tweets 	Their targets was set at 2,00,000 fans, By the end of their promotional activities they had achieved over 2,40,000 fans and successful <u>Twitter engagement</u> with over 3,500 followers.

II. Percentage of Facebook news consumers who regularly see news on Facebook about:



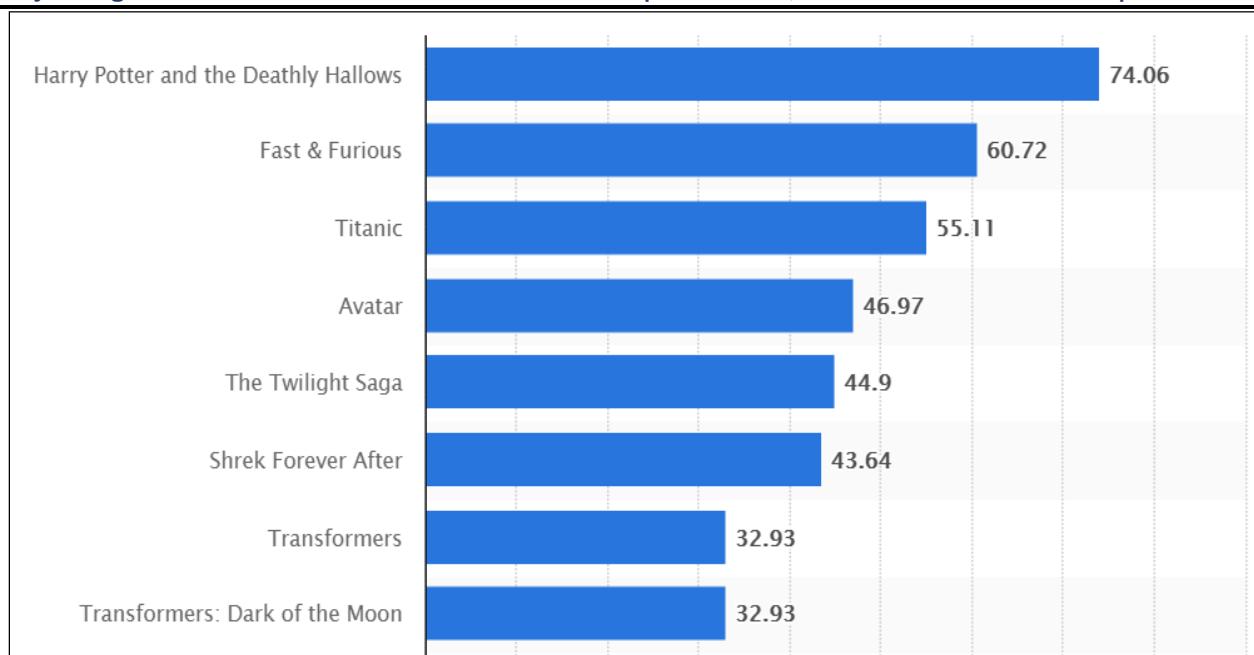
III. Results Associated with Peer Influence and Social Media (Kessler, 2012):

- 73% of movie fans trusted their friends and family members for movie reviews while only 27% trusted movie critics and reputable websites
- 3/4 Facebook users discover new movies from friends
- 63% of fans responded that contests and sweepstakes influenced them to “Like” a movie’s Facebook page
- **50% of fans purchased movie tickets online as a result of social media recommendations**
- 46% of influencers update their Facebook status during a movie

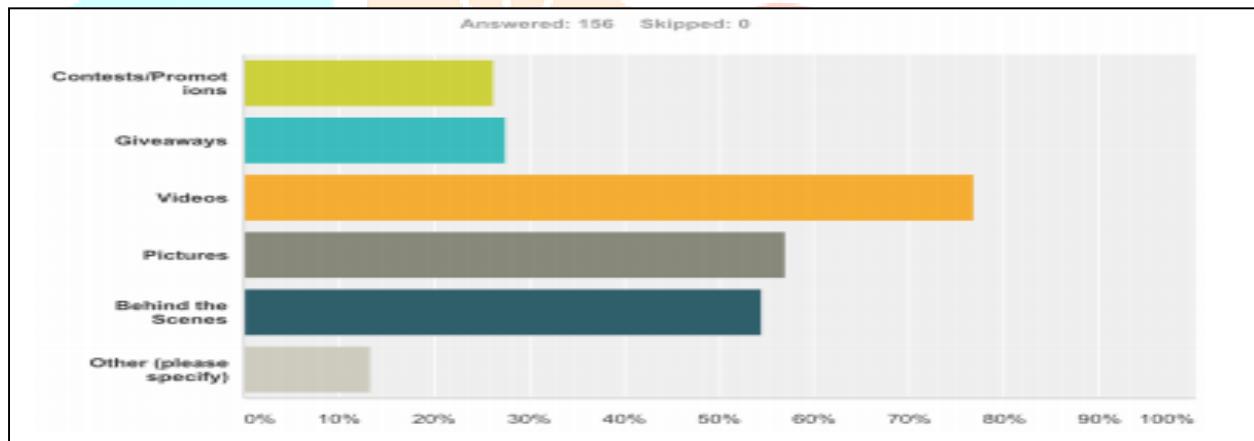
Based on the statistics and the current state of the television and film industry, it is evident that social media plays a central role in marketing shows and movies.

IV. Movies with the most Facebook fans as of April 2018 (in millions)

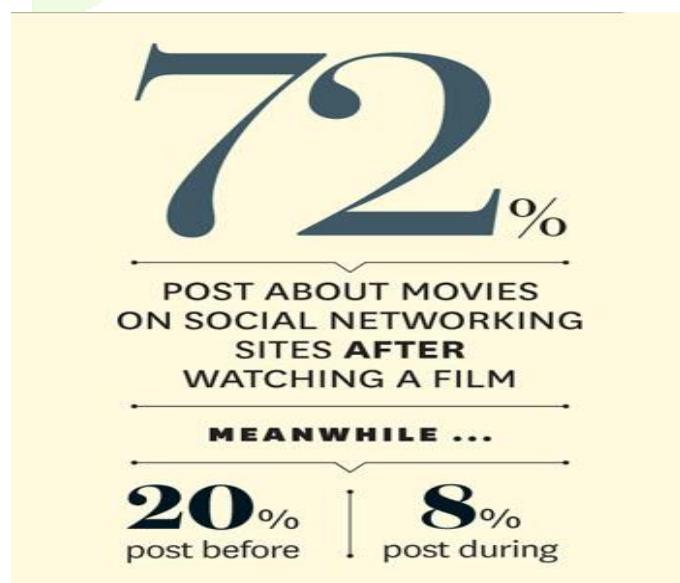
This statistic shows the movies with the most fans on Facebook as of April 2018. The Harry Potter series holds the top spot with 74.06 million Facebook fans, followed by the Fast & Furious series with more than 60 million fans on the social network.



Most popular film content people are looking for on Social Media



About a Film by Viewers



A Regional Movie Drives Social Media Engagement with Rs. 0 Advertising Budget

Mahesh Babu has huge stardom in Andhra Pradesh. Whatever type of contents related to film he shares, is always appreciated and loved by his fan followers. But the problem is that all the content is scattered in the social media and the fans have no channel to unite their voice.

For “Nenokkadine” movie, promoters used the digital media and created a platform for everyone to come together!

The campaign stretched over 8 months, from May to December, wherein all the promotional activities of the film happened in the social media – Facebook, Twitter and YouTube. With an effective content strategy, engagement strategy and planning the schedule for publishing content, film makers achieved super successful results. And all this, without spending anything on the advertising!!

Result

Within less than a week, film maker got over 9,300 entries for this! Out of this, they chose 5 winners.

- This activity helped them trend on Twitter for over 18 hours across India!
- Because of the buzz created, the video also got a great number of views!
- The Outcome Of The Book Tickets App Was A Whopping 7500+ Tickets Influenced On Day-1

Net New Likes	1.81 Lakh
Daily Page engaged users	20 lakhs
Total Reach	2.1 Crore
Total total impressions	7.2 crore
YouTube subscribers	50,000
YouTube views	1.2 crore
Twitter Followers	7000+
Hashtag trends	7
Advertising spend	ZERO

This is the first time that a regional film has done an integrated digital campaign, and set a trend that a lot of others are following now! It's become a case study for many other films coming now.

V. Most talked-about movies on social media worldwide as of April 30, 2018

Below statistic represents a ranking of the most talked-about movies on social media worldwide as of April 30, 2018. During the measured period, *Avengers: Infinity War* had a cumulative total of 7.5 million mentions, while *Captain America: Civil War* came in second with 6.1 million.

Most prominent film	Number of social media conversation
Avengers: Age of Ultron	3,099,414
Avengers: Infinity War	7,540,768
Batman V Superman: Dawn of Justice	3,085,409
Captain America: Civil War	6,169,618
Fifty Shades of Grey	2,083,716
Rogue One: A Star Wars Story	3,217,509
Spider-Man: Homecoming	3,024,801
Star Wars: The Force Awakens	5,425,765
Star Wars: The Last Jedi	5,433,306
Suicide Squad	2,558,766

VI. Facebook Pages Stats in India

Rank	Celebrity Name	Total Fans
1	Narendra Modi INDIA	43 247 066
2	Priyanka Chopra INDIA	37 410 478
3	Virat Kohli INDIA	37 034 374
4	Salman Khan INDIA	36 380 789
5	Deepika Padukone INDIA	34 255 729
6	Amitabh Bachchan INDIA	30 503 895
7	Yo! Yo! Honey Singh INDIA	29 901 809
8	Laughing Colours INDIA	29 890 141
9	Shah Rukh Khan INDIA	29 623 960
10	Indian Cricket Team INDIA	28 923 334

VII. Twitter Followers (Millions) for bollywood stars on Jan 14, 2025



OBSERVATIONS:

From the above mentioned information, some of the observations that are made are as follows:

1. People like to refer movie's content online. They like video content most.
2. Celebrity fame plays an important role to create engagements on social media.
3. People like to post about a movie online.
4. Using entertainment kind of contents like games, App, story, etc. engagements with fun for a movie can be successfully created.
5. Social Media plays important role in movie's promotion and branding.
6. Social media is game changer of the success of a movie.

Conclusion:

Perhaps it is early to comment on the long term prospects of 'Impacts of Social Media on Film Industry'. People are always in search of entertainment to reduce their stress of stereotype routine. So social media tools are having great scope and providing large number of advantages.

Generally everyone uses social media to be entertained and businesses are taking advantage of this feature. During the last few years Social Media leads in Film Industry for promoting movies. It has been widely accepted that Social Media is a most difficult platform to handle because it is publically accessed and hence requires careful planning and formulation of strategies for effective usage. The experience of individual in this regard needs to be understood and shared to evolve meaningful strategies. It is highly required to make people aware and motivating them for gaining advantages of Social Media.

References:

- ❖ <https://www.investopedia.com/terms/s/social-media.asp>
- ❖ <https://ieeexplore.ieee.org/document/6890664/>
- ❖ <https://www.huffingtonpost.com/david-m-kirby/the-role-of-social-media>
- ❖ <https://digitalcommons.calpoly.edu/>
- ❖ <https://ideas.repec.org/>
- ❖ <https://www.socialmediatoday.com/>
- ❖ <https://www.researchgate.net/publication>
- ❖ <https://clarissacollakoppen.wordpress.com>
- ❖ <https://onspotsocial.com/how-the-film-industry-drives-sales-through-digital-marketing-and-social-media/>
- ❖ <http://intelliassist.co.in/how-bollywood-is-promoting-movies-using-social-media/>
- ❖ <https://www.socialsamosa.com/2014/03/queen-social-media/>
- ❖ <https://www.digitalvidya.com/blog/role-of-digital-marketing-in-the-success-of-chennai-express/>
- ❖ <https://www.socialsamosa.com/2013/09/social-media-case-study-lootera/>
- ❖ https://in.images.search.yahoo.com/yhs/search;_ylt=AwrwJSJ4fKJbpigAa9IO9olQ?fr=yhs-itm-001&hsimp=yhs-001&hspart=itm&ei=UTF-8&p=statistics+on+social+networking+entertainment&fr2=sp-qrw-corr-top&norw=1#id=30&iurl=http%3A%2F%2Fassets.pewresearch.org%2Fwp-content%2Fuploads%2Fsites%2F13%2F2014%2F03%2FSocialMediaNews3.png&action=click
- ❖ http://katieleimkuehler.com/wp-content/uploads/2013/01/Post_About_Movies_a_p.jpg
- ❖ <https://www.statista.com/statistics/271381/most-popular-movies-on-facebook-based-on-number-of-fans/>
- ❖ <https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?referer=https://www.google.co.in/&httpsredir=1&article=1148&context=grcsp>
- ❖ <https://clarissacollakoppen.wordpress.com/2012/12/05/social-medias-impact-on-the-television-and-film-industry/>
- ❖ <https://www.socialsamosa.com/2014/09/regional-movie-social-media-engagement/>
- ❖ <https://www.statista.com/statistics/202834/social-media-movie-buzz/>
- ❖ <https://www.socialbakers.com/statistics/facebook/pages/total/india/>
- ❖ <https://www.linkedin.com/pulse/25-most-popular-bollywood-celebrities-twitter-ramesh-kotnana>